



Handout # 2: **Template for Program Choice**

	Program A	Program B
Health Topic (should <i>always</i> match)		
Program Fit with Goals and Objectives		
Organizational Factors , e.g. resources such as money or internal / partner capacity		
Audience the program was tested with , e.g. socioeconomic status, race / ethnicity, setting, community context		
Evaluation , e.g. availability of materials, group's ability to conduct the evaluation		
Customization , e.g. extent to which customization is needed, support available		

Program Choice Matrix Based on Case Study

	Bienestar	Physical Activity and Nutrition for Health
Health Topic (should <i>always</i> match)	Obesity & diabetes prevention	Obesity & cardiovascular disease prevention
Program Fit with Goals and Objectives	Matches our objectives (nutrition, physical activity)	Matches our objectives (nutrition, physical activity)
Organizational Factors , e.g. resources such as money or partner capacity	Materials must be purchased Takes advantage of partnerships with schools, parents and after-school programs	Materials are free Takes advantage of partnerships with schools and parents
Audience the program was tested with , e.g. socioeconomic status, race / ethnicity, setting, community context	Mexican-Americans Low-income	Grade 3
Evaluation , e.g. availability of materials, group's ability to conduct the evaluation	Materials are available	Minimal materials are available
Customization , e.g. extent to which customization is needed, support available	Minimal customization needed Technical support available	Customization to meet language, cultural references, etc. is vital No support is available